

## Amendments to the Claims

1. (Currently Amended) A method for dynamically configuring a network component to reroute media streams, comprising:
  - receiving a request for content from a first network connected component;
  - determining a type of media service needed to be performed by a third network connected component on ~~[[for]]~~ at least a portion of said content to fulfill said request, wherein said type of media service comprises format conversion services; and
  - configuring a data relaying component to forward said at least a portion of said content from a second network connected component to ~~[[a]]~~ said third network connected component, said at least a portion of said content to receive said type of media service performed by said third network connected component,
  - configuring said data relaying component to forward packets of said content that do not need said type of media service to be performed thereon directly to said first network connected component; and
  - after said data relaying component forwards said at least a portion of said content from said second network connected component to said third network connected component, undoing said configuring.
2. (Original) The method of Claim 1 wherein said step of receiving said request for content is performed by a network connected server.
3. (Original) The method of Claim 1 wherein said request is for streaming media content.

4. (Original) The method of Claim 1 wherein said first network connected component is a client device.
5. (Original) The method of Claim 1 wherein said second network connected component is a content server.
6. (Original) The method of Claim 1 wherein said third network connected component is a media service component that receives said content, performs a media service and transmits the content to a client device.
7. (Original) The method of Claim 1 wherein said configuring is performed by a real time streaming protocol (RTSP) server.
8. (Original) The method of Claim 1 wherein said content is redirected to said third network connected component while en route to said first network connected component.
9. (Original) The method of Claim 1 wherein said request is redirected using Internet domain name service (DNS) based redirection techniques.
10. (Original) The method of Claim 1 wherein said content or request is redirected using a web cache communication protocol (WCCP) routing mechanism.
11. (Original) The method of Claim 1 wherein said server receives said request routed by said data relaying component, and supplies routing configuration instructions

to said data relaying component to create or destroy a rule to route selected streams to a media service.

12. (Currently Amended) A computer non-transitory useable readable storage medium having computer useable code embodied therein causing a computer to perform operations comprising:

receiving a request for content from a first network connected component;

determining a type of media service needed to be performed by a third network connected component on [[for]] at least a portion of said content to fulfill said request, wherein said type of media service comprises format conversion services;

configuring a data relaying component to forward said at least a portion of said content from a second network connected component to [[a]] said third network connected component, said at least a portion of said content to receive said type of media service performed by said third network connected component, and configuring said data relaying component to forward packets of said content that do not need said type of media service to be performed thereon directly to said first network connected component; and

after said data relaying component forwards said at least a portion of said content from said second network connected component to said third network connected component, undoing said configuring.

13. (Original) The medium of Claim 12 wherein said step of receiving said request for content is performed by a network connected server.

14. (Original) The medium of Claim 12 wherein said request is for streaming media content.

15. (Original) The medium of Claim 12 wherein said first network connected component is a client device.

16. (Original) The medium of Claim 12 wherein said second network connected component is a content server.

17. (Original) The medium of Claim 12 wherein said third network connected component is a media service component that receives said content, performs a media service and transmits the content to a client device.

18. (Original) The medium of Claim 12 wherein said configuring is performed by a RTSP server.

19. (Original) The medium of Claim 12 wherein said content is redirected to said third network connected component while en route to said first network connected component.

20. (Original) The medium of Claim 12 wherein said request is redirected using DNS based redirection techniques.

21. (Original) The medium of Claim 12 wherein said request or content is redirected using a WCCP routing mechanism.

22. (Original) The medium of Claim 12 wherein said server receives said request routed by said data relaying component, and supplies routing configuration instructions

to said data relaying component to create or destroy a rule to route selected streams to a media service.

23. (Currently Amended) A server comprising:

a memory for storing a request for content from a first network connected component; and

a processor coupled to said memory, said processor configured for determining a type of service needed to be performed by a third network connected component on [[for]] at least a portion of said content to fulfill said request, wherein said type of media service comprises format conversion services, [[and]] for configuring a network data relaying component to forward said at least a portion of said content from a second network connected component to [[a]] said third network connected component, said at least a portion of said content is-to receive said type of media service performed by said third network connected component, for configuring said data relaying component to forward packets of said content that do not need said type of media service to be performed thereon directly to said first network connected component, and after said data relaying component forwards said at least a portion of said content from said second network connected component to said third network connected component, for undoing said configuring.

24. (Original) The server of Claim 23 wherein said step of receiving said request for content is performed by a network connected server.

25. (Original) The server of Claim 23 wherein said request is for streaming media content.

26. (Original) The server of Claim 23 wherein said first network connected component is a client device.
27. (Original) The server of Claim 23 wherein said second network connected component is a content server.
28. (Original) The server of Claim 23 wherein said third network connected component is a media service.
29. (Original) The server of Claim 23 wherein said configuring is performed by a RTSP server.
30. (Original) The server of Claim 23 wherein said content is redirected from said first network connected component to said third network connected component.
31. (Original) The server of Claim 23 wherein said request is redirected using DNS based redirection techniques.
32. (Original) The server of Claim 23 wherein said content or request is redirected using a WCCP routing mechanism.
33. (Original) The server of Claim 23 wherein said server receives said request routed by said data relaying component, and supplies routing configuration instructions to said data relaying component to create or destroy a rule to route selected streams to a media service.